



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 338882

Schedule Dates

10/26/12-10/29/12

By Broadcast Month Oct. 2012 Nov. 2012

Entered By

Mary Beth Halas

Rate

\$10,650.00

\$7,525.00

Grand Total:

16

\$18,175.00

Advertiser Pol/R Casey/D/US Senate (16759)

Shorr & Associates (2909)

CO-OP

Yes

Headline #

06396615

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$2,726.25

Net Total

\$15,448.75

Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Oct. 2012 Nov. 2012

Comments THIS IS A CASH IN ADVANCE SCHEDULE *****.

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPN	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	7A- 8A (EST)								1	1	\$850.00	\$850.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/1	10/25/12
2.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	7A- 8A (EST)		1						1	1	\$850.00	\$850.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/2	10/25/12
3.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	8A- 9A (EST)			1					1	1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A/3	10/25/12
4.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	8A- 9A (EST)			1					1	1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A/4	10/25/12
5.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	4P- Judge Judy 4P								1	1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/6	10/25/12
6.0	Normal Line / Spot	10/29/12	3	:30	4P- Judge Judy 4P								1	1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/6	10/25/12
6.0.1	Closed Preempt	10/29/12																Breaking News Interrupt/Spot - Hurricane Sandy Coverage	
7.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	4:29P- Judge Judy 430P								1	1	\$725.00	\$725.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/7	10/25/12
8.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	4:29P- Judge Judy 430P								1	1	\$725.00	\$725.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/8	10/25/12
8.0.1	Closed Preempt	10/29/12																Breaking News Interrupt/Spot - Hurricane Sandy Coverage	
9.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	5P- 5:30P (EST)								1	1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/9	10/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Schedule Dates 10/26/12-10/29/12

Advertiser Pol/R Casey/D/US Senate (16759)

Agency Shorr & Associates (2909)

Product Political - Federal Candidate (1067)

Brand POL/R CASEY/D/SEN/PA (134170)

Salesperson Telerep/Washington DC, Washington DC (1040)

Buyer Name DETTORRE,MICHAEL

Phone/Fax /

CPE N/A

Account Types National/Political

Billing Type Standard

Comments BOB CASEY :30 10/23

***** THIS IS A CASH IN ADVANCE SCHEDULE *****.

Pittsburgh (WPXI)	Spots	Rate
By Broadcast Month		
Oct. 2012	9	\$10,650.00
Nov. 2012	7	\$7,525.00
Grand Total:	16	\$18,175.00

Line	Line Type / Break Type (Ref#)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	SP- 5:30P (EST)	1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS-S-530P/10	10/25/12	
11.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	SP- 5:30P Channel 11 News A	1							1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 6-530P/11	10/25/12	
12.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	SP-SP- Channel 11 News A	1							1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 6-530P/12	10/25/12	
13.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	SP- CHANNEL 11 NEWS	1							1	\$925.00	\$925.00	Pittsburgh (WPXI)	NEWS 6-530P/13	10/25/12	
14.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	6-SP- Jeopardy	1							1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/14	10/25/12	
15.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	6-SP- Jeopardy	1							1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/15	10/25/12	
16.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	7:30P- WHEEL OF FORTUNE	1							1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL 730-8P/16	10/25/12	
17.1	Revised Line / Spot	10/29/12-10/29/12	3	:30	4:30P- 5P (EST)	1							1	\$725.00	\$725.00	Pittsburgh (WPXI)			
18.0	Revised Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1							1			Pittsburgh (WPXI)			
18.1	Normal Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1							1			Pittsburgh (WPXI)			
18.1.1	Closed Preempt	10/29/12															Order Error/Exception -		
19.0	Revised Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1							1			Pittsburgh (WPXI-ALT)			

CONFIRMATION CONTRACT

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Date Entered 10/25/12
Last Modified 10/30/12

Advertiser Pol/R Casey/D/JUS Senate (16759)

Agency Short & Associates (2909)

Product Political - Federal Candidate (1067)

Brand POJ/R CASEY/D/SEN/PA (134170)

Salesperson Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.1	Normal Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1								1	\$550.00	\$550.00	Pittsburgh (WPXI)		10/30/12

Pittsburgh (WPXI) By Broadcast Month										Spots	Rate	
										Oct. 2012	9	\$10,650.00
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